

# SYSTEMS COMPONENTS

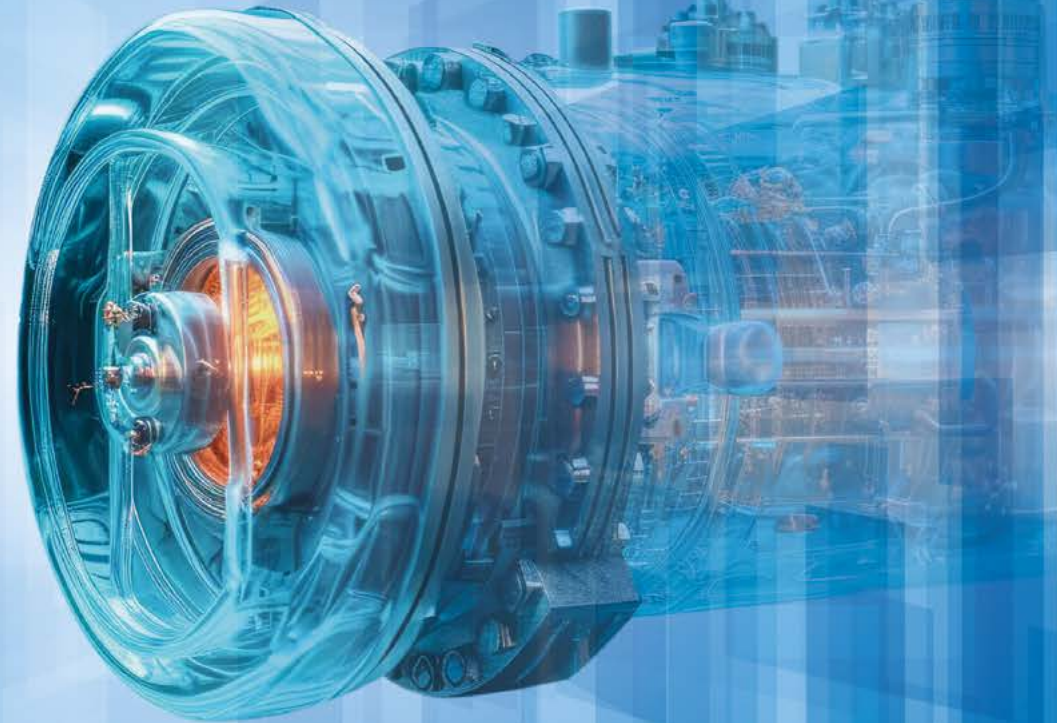
**2025** 9 - 15 NOVEMBER  
HANOVER | GERMANY

SYSTEMS & COMPONENTS – A PART OF

**AGRI  
TECHNICA**   
THE WORLD'S NO. 1

**MARKETING &  
COMMUNICATION SERVICES**

**TECHNICAL PROGRAMME & EVENTS:  
PARTICIPATION AND  
SPONSORING OPTIONS**



#systemsandcomponents



systemsandcomponents.com

MADE BY



# Newsletter advertorial | SYSTEMS & COMPONENTS Insights

## Advertise your products and your company

The 'SYSTEMS & COMPONENTS Insights' newsletter exclusively provides information about technical topics within the agricultural machinery supplier industry and the entire off-highway sector.

## Newsletter target groups

- Development engineers of the companies exhibiting at AGRITECHNICA
- Buyers of systems and components
- Agricultural machinery and off-highway sector marketing managers

## Range

- Over 4,000 top-level industry contacts (national and international)

## The advertorial includes:

- **Headline:** max. 60 characters
- **Teaser text:** max. 330 characters incl. blanks
- **Link information**
- **Image width** 260 px (height 200 px)
- **Language:** German and English

**Price: €890 / per issue**  
**€2,100 / bundle of three issues**

**Info & booking:**  
Binding booking in the exhibitor service portal  
SYSTEMS & COMPONENTS Team | [SystemsAndComponents@dlg.org](mailto:SystemsAndComponents@dlg.org)

**Likely distribution dates 2025**

- 06.02 | Save the date and outlook
- 22.05 | Guiding theme
- 25.09 | S&C Trophy nominees
- 09.10 | Highlights in the technical programme
- 23.10 | S&C Trophy winners
- 04.12 | Review

Your advertorial



# Expert Stage SYSTEMS & COMPONENTS | Become a speaker

## The Expert Stage for developers, engineers, decision-makers and manufacturers of mobile machines

### Main themes:

- Innovative drive technologies
- Networking and automation
- Digital services
- Environment and safety

**Location:** hall 17, annex – Space: up to 80 persons



Participation option	Duration	Details	Price
Single slot expert presentation	20 min. presentation + optionally 5 min. Q&A	<ul style="list-style-type: none"> <li>■ Your presentation will be published in the DLG technical programme on the website and in the trade fair app.</li> </ul>	€700
Double slot presentation or panel discussion	50 min. presentation + optionally 5 min. Q&A	<ul style="list-style-type: none"> <li>■ The presentation will be included in the reporting during the run-up to the trade fair, including social media.</li> </ul>	€1,400
Company or product presentation	20 min. presentation + optionally 5 min. Q&A	<ul style="list-style-type: none"> <li>■ We offer you a professional stage including technical support.</li> <li>■ Also make use of the opportunity to come into contact with your audience in the networking area.</li> <li>■ A recording of the presentation must be organised independently by an external service provider.</li> </ul>	€2,800

### Timetable

- February 2025 | Start of registration
- Beginning of August 2025 programme committee meeting
- From mid-August 2025 feedback on participation slots

**For sponsoring options, see sponsoring catalogue**

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Expert partners:



# SYSTEMS & COMPONENTS | Tour stop during a guided tour

## Draw attention to yourself and your theme

We will bring visitors directly to you at your trade fair stand during guided tours.

### Key data of the guided tour:

- Max. 6 exhibitor stations per guided tour (1.5 h)
- The guided tour is exclusively for up to 25 visitors
- You have the opportunity to convey your message to visitors in a 10-min. time slot
- The participants are provided with an audio system so that they can all hear you well

Guided tour	Target group	Language	Day   Time	Price
<b>'Advanced and Innovative Products'</b> Apply if you would like to present a particular product innovation or further development. Tour guide to be confirmed.	Developers, engineers, decision-makers and manufacturers in agricultural machinery, press – anyone is welcome	DE / ENG	T.b.a.	€450
<b>'Eco-efficiency'</b> Take part in the tour if you would like to present a product that fosters the efficient use of resources and / or reduces environmental impacts. Tour guide to be confirmed.	Developers, engineers, decision-makers and manufacturers in agricultural machinery, press – anyone is welcome	DE / ENG	T.b.a.	€450
<b>'Career'</b> Present your company as an attractive employer and provide information about exciting career opportunities. <b>Conducted by</b> agricultural engineering professor Till Meinel, Cologne University of Applied Sciences.	Students, trainees, graduates, young professionals – anyone is welcome	DE / ENG	Friday, 14.11.2025 Time t.b.a.	€450
<b>'Women in Engineering'</b> Present inspiring women from your company who, as role models, encourage young women to pursue a career in engineering and promote the next generation of talents. <b>Conducted by</b> the women's network FEMWORX.	Women in engineering and other technical professions as well as friends and supporters	DE / ENG	Friday, 14.11.2025 Time t.b.a.	€450



### Timetable

- From May 2025 | Start of application
- September 2025 | Feedback on application

At least four tour stops are needed for a tour to come about.

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Expert partners:



# Expert Stage SYSTEMS & COMPONENTS | Sponsoring

## Position yourself alongside experts and expert partners on the Expert Stage SYSTEMS & COMPONENTS

The SYSTEMS & COMPONENTS Expert Stage is the central meeting point for engineers, developers and manufacturers for professional dialogue. The foyer, the lounge and the balcony invite you to network. Besides the presentation of the renowned 'SYSTEMS & COMPONENTS Trophy – Engineers Choice' industry awards, a stage programme and numerous events as well as the Young Professional Day programme will be taking place there from Monday to Friday.

### Range

Consistently during the trade fair and particularly:

- during the SYSTEMS & COMPONENTS Trophy presentation
- during networking events
- during the technical programme (Monday, 10.11. to Friday, 14.11.2025)
- during the Young Professional Day (Friday, 14.11.2025)



	Bronze €4,950	Silver €7,950	Gold €9,950
Naming of your company as an exclusive sponsor on the SYSTEMS & COMPONENTS website under 'Visit' and 'Programme'	✓	✓	✓
Logo presence on the logo wall, centrally on the SYSTEMS & COMPONENTS Expert Stage on the ground and first floors	✓	✓	✓
Presentation of your max. 3-minute company video on the Expert Stage prior to the first presentation of the day, during the lunch break and following the last presentation		✓	✓
Catering with colour-branded cold beverages			✓



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Expert partners:



## Get to know new target groups

As a networking event sponsor, we offer you the opportunity to specifically position your brand before a relevant target group and to make valuable contacts.

**Location:** DLG stand, hall 17

**Number:** max. 2 sponsors per event

Event	Target group	Language	Sponsoring options	Price
<p><b>'First-Timers Welcome'</b> Over a small snack and a cool beverage, first-time visitors to SYSTEMS &amp; COMPONENTS are invited to obtain a brief overview of SYSTEMS &amp; COMPONENTS and its highlights and to network with likeminded people. → Sunday   09.11.2025   10 a.m. to 11 a.m.</p>	First-time visitors to SYSTEMS & COMPONENTS	German English	<ul style="list-style-type: none"> <li>■ The event will be advertised with the name of your company</li> <li>■ Possibility of placing your roll-up and further marketing material at the event subject to arrangement</li> <li>■ Possibility of holding a keynote speech (10 min.)</li> <li>■ Networking opportunities</li> </ul>	€700
<p><b>Check-in Coffee for Women in Engineering</b> On the agribusiness days, we offer visitors the opportunity to network over a cup of coffee. → Monday   10.11.2025   10 a.m. to 11 a.m. → Tuesday   11.11.2025   10 a.m. to 12 noon</p>	Women in engineering and other technical professions	German English	<ul style="list-style-type: none"> <li>■ The event will be advertised with the name of your company</li> <li>■ Possibility of placing your roll-up and further marketing material at the event subject to arrangement</li> <li>■ Possibility of holding a keynote speech (10 min.)</li> <li>■ Networking opportunities</li> </ul>	€700

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Expert partners:

